Ford offering 3 new models, HO V-8 for '84

Ford's light-truck lineup for the 1984 model year features a new heavy-duty Ranger chassis/cab, an F-Series SuperCab pickup, a modified 5.8-liter, four-barrel, high-output V-8 and the Eddie Bauer Bronco II.

The Ranger chassis/cab, powered by a 2.8-liter V-6 gasoline engine, is designed primarily for commercial users and has a 2,200-pound payload option.

The F-250 heavy-duty, 4x4 styleside SuperCab has an 8,600-pound GVW rating and 3,870-pound payload and provides 37.4 cubic inches of cargo space behind the front seat.

Standard powertrain in the SuperCab is a 5.8-liter, two-barrel V-8 with a four-speed manual transmission. Also available in the SuperCab, as well as other conventional pickups with GVWs of 8,500 pounds or more, are a 7.5-liter V-8 and 6.9-liter, in-line six diesel.

The 5.8-liter, high-output V-8 is a modified version of Ford's 5.8-liter Windsor V-8 and will be available after Nov. 1. It is rated at 210 HP and 304 foot pounds of torque at 2,800 RPM.

• Power-boosting modifications, in addition to the four-barrel carburetor, include a new camshaft, larger air cleaner and lower-back-pressure exhaust system with a heat-crossover valve. It comes with a 63-amp battery and stainless-steel exhaust pipes.

Standard transmission with the HO V-8 is Ford's three-speed SelectShift automatic. Also available on 1984 conventional light trucks and sports/utility vehicles is an improved manual four-speed overdrive transmission teamed with the 2.8-liter V-6 and 5-liter, two-barrel V-8.

The Eddie Bauer Bronco II is Ford's first application of the "designer vehicle" concept to its compact-truck line. It was developed in conjunction with Eddie Bauer, Inc., manufacturer of outdoor equipment and clothing.

"This vehicle is designed with outdoor enthusiasts in mind, but should appeal to anyone who wants an eye-catching, compact utility vehicle," said Edsel B.

Continued on Page 16, Col. 3

Signature tells the story

Edsel B. Ford II, Ford Division marketing product plans manager, points to the Eddie Bauer signature next to the Bronco II nameplate, marking the first time Ford has introduced a "designer" truck.

Winnebago founder joins Hall of Fame

John K. Hanson, right, founder and chairman of Winnebago Industries, Inc., was inducted recently into the Recreational Vehicle/Mobile Home Hall of Fame. Presenting the plaque to Hanson is Paul Stiner, director of the Hall of Fame Foundation.

July registrations rise 32 pct. to 258,967 units

July registrations of new trucks of all types in the U.S. were dramatically higher than the same month a year ago, with big increases in two of the three market segments and a strong recovery in the third.

During the month, according to R. L. Polk & Co. statistics, there were 258,967 new-truck registrations, an increase of 31.8 percent over last year's 196,531 and the second-highest monthly total in 1983. The June count was 274,989.

The seven-month total was up 15.9 percent to 1,624,008 units, compared with 1,401,069 in the like period a year ago. Again, registrations were up in two of the three market segments.

Light-truck tallies in July totaled 243,983 units, an increase of 33.8 percent over the year-earlier 182,326. There were gains in all three weight groups in this market segment.

The medium-truck count during the month was 26.3 percent higher than a year ago, 4,468 versus 3,537, and again, the total was up over 1983 in all three weight classifications.

Heavies were off 1.4 percent in July, 10,516 tallies versus 10,688, but the Group 8 count was higher than a year ago. The total of 6,275 units was up 2.3 percent from last year's 6,133.

For the month, Group 7 registrations were off 6.5 percent, from 4,535 in 1982 to 4,241. The only other weight class to lose ground in July was Group 5, where the count dropped from 178 units a year ago to 43.

Light-truck registrations

Continued on Page 17, Col. 1

July registrations of heavy trucks second-best of '83

July registrations of new heavy trucks in the U.S. were down only slightly from a year ago, and were the highest since April, the top month for Groups 7 and 8 tallies this year.

During the month, according to R. L. Polk & Co. statistics, there were 10,516 registrations, a decline of 1.4 percent from last year's 10,668 units. In April, there were 10,816 Groups 7 and 8 tallies.

The seven-month total was down 12 percent to 68,615 tallies, compared with 77,982 units at the same time a year ago.

Through July, Group 8 registrations totaled 41,225, a decline of 4.7 percent from last year's 43,261 units. The Group 7 count of 27,390 tallies this year was off 21.1 percent from the year-ago 34,721 units.

During the month, Group 8 registrations hit 6,275 units, an increase of 2.3 percent over the year-ago 6,133. But the Group 7 count in July was off 6.5 percent from last year, 4,241 versus 4,535.

No. 1 International increased its lead over Ford by more than 250 units during the month.

International added 2,622 units in July to bring its seven-month total to 16,825, which accounted for 24.52 percent of the industry total. At the same time a year ago, International was No. 2 with 17,061 tallies good for 21.88 percent of the total.

In July, Ford had 2,356 Groups 7 and 8 registrations, boosting its January-July total to 14,803. Its market share was 21.57 percent. A year ago, Ford led with 18,158 tallies accounting for 23.28 percent of the total.

recreation on wheels

7-month total up in all market segments

July RV shipments are highest since 1978

Manufacturers of recreation vehicles shipped approximately 28,800 units to retail outlets during July, an increase of 26.3 percent over the year-earlier 22,800 and the biggest total for the month since 1978.

The Recreational Vehicle Industry Assn. said July also marked the 10th consecutive month in which shipments from its manufacturer/members to their dealers exceeded year-earlier totals.

Deliveries in the first seven months of 1983 were up 37.8 percent to approximately 218,500 vehicles, compared with 158,600 units in the like period a year ago.

Through July, shipments were higher than a year ago in all market segments, but they were down during the month in two of the seven categories—folding camping trailers and Type B van campers.

The RVIA noted that continued widespread consumer optimism about the economy helped push the Index of Consumer Sentiment to near record levels in July.

"Although tempered by concerns over increases in interest rates, the index reached a level of 93.9 points in July, up slightly over a year ago," an RVIA spokesman said.

• "The July survey showed that consumers appear to be more willing now to use accumulated savings or to incur new debt to make major purchases than at any time in the last three years," he added.

Shipments of motor homes of all types in the first seven months increased 55.5 percent to approximately 39,800 units, compared with 25,600 at the same time in 1982.

Conventional (Type A) motor homes were up 63.2 percent through July, from 11,400 ve-

Continued on Page 16, Col. 1

Record profits, sales reported by Fleetwood

RIVERSIDE, Calif. — Fleetwood Enterprises, Inc., reported that sales and earnings for the quarter ended July 31 were the best for any quarter in the company's history.

Net income more than tripled to approximately $19.1 million from the $5.9 million reported for last year's first quarter. Sales increased to $363.8 million, an 36 percent gain over the $195,404,000 recorded in last year's initial quarter.

In announcing the quarterly performance, Fleetwood President Glenn Kummer said:

"Last year, the company achieved the highest sales and earnings figures in its history. We are especially gratified that the company is continuing to register record-breaking results. This is indicative of widespread and increasing consumer demand for high-value Fleetwood

Continued on Page 16, Col. 4

U. S. TRUCK REGISTRATIONS

SEVEN MONTHS, 1983 vs. 1982★

	7 mos., 1983	Percent Share of '83 market	7 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	518,521	31.93	425,003	30.34	+ 1.59
Chevrolet	497,094	30.61	448,620	32.02	— 1.41
Dodge	144,585	8.90	131,009	9.35	— 0.45
GMC	139,752	8.60	125,387	8.95	— 0.35
Jeep	38,438	2.37	34,379	2.45	— 0.08
International	26,314	1.62	25,368	1.81	— 0.19
Mack	8,382	0.52	9,352	0.67	— 0.15
Freightliner	5,864	0.36	4,107	0.29	+ 0.07
Plymouth*	5,530	0.34	6,458	0.46	— 0.12
Peterbilt	3,723	0.23	3,377	0.24	— 0.01
Kenworth	3,662	0.23	4,340	0.31	— 0.08
Marcedes-Benz	1,515	0.09	1,776	0.13	— 0.04
White	1,234	0.08	1,178	0.08	.....
Volvo	825	0.05	334	0.02	+ 0.03
Autocar	516	0.03	349	0.03	.....
Western Star	170	0.01	408	0.03	— 0.02
Miscellaneous**	227,883	14.03	179,624	12.82	+ 1.21
TOTALS	1,624,008	100.00	1,401,069	100.00	.....

★—No registrations by Oklahoma, 1983 and 1982.
* Plymouth trucks are Trail Duster, Voyager, Scamp, and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

SEVEN MONTHS, 1983 vs. 1982★

	7 mos., 1983	Percent Share of '83 market	7 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
International	16,825	24.52	17,061	21.88	+ 2.64
Ford	14,803	21.57	18,158	23.28	— 1.71
GMC	8,625	12.57	14,274	18.30	— 5.73
Mack	7,210	10.51	8,088	10.37	+ 0.14
Freightliner	5,864	8.55	4,107	5.27	+ 3.28
Chevrolet	3,999	5.83	4,778	6.13	— 0.30
Peterbilt	3,723	5.43	3,377	4.33	+ 1.10
Kenworth	3,662	5.34	4,340	5.57	— 0.23
White	1,234	1.80	1,178	1.51	+ 0.29
Volvo	825	1.20	334	0.43	+ 0.77
Marcedes-Benz	517	0.75	553	0.71	+ 0.04
Autocar	516	0.75	349	0.45	+ 0.30
Western Star	170	0.25	408	0.52	— 0.27
Miscellaneous*	642	0.93	977	1.25	— 0.32
TOTALS	68,615	100.00	77,982	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982.

Continental and Town Car return for '84

Mark VII is the newest Lincoln

There's a "hot-rod Lincoln" for 1984 — the Continental Mark VII.

The all-new Mark VII, especially the LSC version, is Lincoln's move into the sporty-car market. The standard powertrain on the Mark VII is the 5.0-liter V-8 with electronic fuel injection, controlled by a fourth generation electronic engine control system (EEC-IV), matched to a four-speed automatic overdrive transmission.

Also available is an entirely new engine — a 2.4-liter I-6 turbocharged diesel, manufactured for Ford in Europe, teamed with a ZF four-speed automatic transmission.

The LSC version has an air-spring suspension system calibrated to be 40 percent stiffer than that of the standard Mark VII.

Along with the standard and LSC models, the car is also available in two all-new Designer Series: The Bill Blass edition and the Gianni Versace edition. All versions are two-door, five-passenger coupes. Pictures and additional details of the Mark VII appeared in the July 11 issue of AUTOMOTIVE NEWS.

The Continental four-door sedan for 1984 features a new suspension system with air-springs developed specifically for Lincoln-Mercury. That system is also available on the Mark VII.

The powertrain is a 5.0-liter V-8 with four-speed automatic overdrive as standard. A 2.4-liter I-6 turbocharged diesel is optional.

Other features include a new electronic temperature control system with rear compartment heat duct, power mini-vent windows, an automatic radio antenna, digital fuel gauge and electronic odometer with multi-color graphics.

Besides the basic model, the Continental is available in two Designer Series — the Givenchy and the Valentino. All are four-door sedans.

The '84 Lincoln Town Car has gas-pressurized shock absorbers on all four wheels to increase riding smoothness. A standard automatic climate control system features a new automatic blower control that decreases blower speed when a preset temperature is reached.

The Town Car is powered by a 5.0-liter V-8 engine with a four-speed automatic overdrive transmission.

New options include a power decklid pulldown that automatically latches the decklid.

The Town Car is available in the standard and the Signature Series and the Cartier Designer Series. All are four-door sedans.

High-tech Continental

The 1984 Continental features a new suspension system with electronic air-springs developed specifically for Lincoln-Mercury. A new option is a 2.4-liter I-6 turbocharged diesel engine.

Kegley appointed

MANSFIELD, O. — Donald R. Kegley has been named president of National Seating Co., maker of truck and bus seats. He succeeds George G. Kastran, who retired. National Seating is a subsidiary of Chromalloy Corp., St. Louis.

Registrations up 32 pct. in July to 258,967 units

Continued from Page 14

were 17.8 percent higher than a year ago in the January-July period. The total was 1,531,850, compared with 1,300,285 in 1982. Registrations were up this year in two of the three light-truck groups.

In Group 1, the seven-month total was 853,958 units, a gain of 18.7 percent over the year-ago 719,249. Group 2 was up 17.6 percent, 669,432 versus 569,032. Group 3 was down 29.5 percent to 8,460 units, compared with 12,004 last year.

Seven-month medium-truck tallies were up 3.2 percent, from 22,802 units in 1982 to 23,543. There were advances in two of this market segment's three weight classifications.

Group 4 registrations through July totaled 181 units, compared with only five last year. Group 6 was up 5.4 percent to 23,049 units, versus 21,864 a year ago. Group 5 was off 66.5 percent, from 933 units in 1982 to 313.

• Heavy-truck registrations for the seven months were down 12 percent to 68,615 units, compared with 77,982 at the same time last year.

Group 8 registrations through July totaled 41,225, a decline of 4.7 percent from the year-earlier 43,261 units. There were 27,390 Group 7 tallies this year, down 21.1 percent from last year's 34,721 units.

Registrations of imported trucks through July were up 27.2 percent to 227,382 vehicles, compared with 178,729 a year ago.

Ford increased its lead over Chevrolet in July by about 5,000 units, and for the seven-month period, its margin advanced to 21,427 units. Ford's share of the industry total was almost 32 percent, a gain of 1.50 percentage points over last year, when it was No. 2 in registrations.

Chevrolet's seven-month share was 30.61 percent, a decline of 1.41 points from a year ago.

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DeLorean
The Vanishing Breed

Automotive News EXTRA
SEPTEMBER 26, 1983

MARKETING '84

Photo by Jim Pleque. Cover design by Ian Stewart.

Advertising by domestic auto makers tops $1 billion mark

By Joseph Bohn
Marketing Editor

When the auto industry talks about $1 billion investments, it's usually referring to plants, tooling and equipment.

Now, however, advertising by domestic auto makers is a $1 billion-plus yearly outlay that continues to escalate in good times or bad.

In 1982 six domestic car producers (General Motors, Ford Motor Co., Chrysler Corp., Volkswagen of America, American Motors and American Honda) spent $1.2 billion, or 16.9 percent more than the previous year, to launch products, polish images and urge buyers to consider their cars and trucks.

The only company to cut back was Chrysler, according to Advertising Age estimates. Chrysler expenditures dropped about $20 million to $173.9 million in 1982.

General Motors spending was up a hefty 36.9 percent to $549.0 million, partly because of interest subvention and other special promotions. Essentially, these doubled the "nonmeasured" media category in Ad Age's estimates which went to $154.6 million from $65.0 million the previous year.

Newspaper spending at GM also jumped to $82.0 million from $65.5 million. Spot TV almost doubled to $27.2 million from $13.9 million. Magazines climbed to $86.1 million from $65.4 million.

Industry observers view N. W. Ayer, one of GM's corporate ad agencies, as a real comer after it snatched a new $15 million "We're the best GM ever" campaign.

Chevrolet ad spending increased to an estimated $142.9 million from $127.5 million. Network TV jumped to $75.4 million from $59.2 million. Total TV outlay increased to $80.3 million from $62.5 million. Magazine outlay increased to $26.4 million from $19.6 million. Newspaper increased to $31.9 million from $25.5 million.

A special section on what automotive marketing and advertising strategists are planning for 1984.

Buick ad costs rose to $43.7 million from $36.6 million. TV was down a bit at $16.3 million from $16.9 million in 1981. Newspaper rose about $4 million at Buick to $16.2 million. Magazine expenditure climbed to $7.9 million from $5.9 million.

Oldsmobile upped ad spending to $44.8 million from $39.0 million. TV jumped to $17.6 million from $14.8 million; magazines to $10.0 million from $7.7 million, and newspaper to $15.8 million from $12.7 million.

Pontiac advertising rose a bit to $47.4 million from $45.0 million. Magazines reached $10 million from $4.7 million the previous year. Newspaper outlays jumped to $12.8 million from $9.8 million. TV remained the same at $29.0 million compared to $29.4 million the previous year.

Cadillac ad outlays jumped to $21.2 million from $19.6 million. TV totaled about $9.5 million from $7.5 million the previous year. Newspaper climbed to $5.9 million from $4.7 million. Magazines were up to $5.1 million from $4.7 million the previous year.

Ford Motor Co. ad outlays of $313.4 million were up about 9.4

Continued on Page E-4

Women could spark domestic-car market

Study shows they're pro-Detroit in buying attitudes

By John A. Russell
New York Staff Writer

NEW YORK.—Forty-five percent of women who recently purchased a new automobile will buy a domestic make the next time around, according to a study released by Conde Nast Publications.

Women are firmly behind U. S. auto makers and hope domestic manufacturers make strong inroads against imports, but still are dissatisfied with the approaches domestic auto makers use toward the women's market.

The Conde Nast study is the second part of a research effort started in 1981. Surveyed were 2,000 women who purchased cars between Oct. 1, 1981 and Sept. 30, 1982. The latest study, a more finely honed analysis of the marketplace, for the first time measures buyer attitudes as well as makes and models bought within each market segment.

Major points developed in this study were:

- 72 percent of those surveyed purchased domestic automobiles.
- Women place high importance on car dependability.
- Women place as much importance on functional aspects of the car as they do on the aesthetics.
- While pro-Detroit in buying attitudes, the women also believe Detroit brought on its own problems.
- The majority of women are the primary decision makers in the purchase of a new car with only 30 percent reporting the decision is shared equally with someone else.

The study, made available exclusively to Automotive News, also reported that of those surveyed, 23 percent purchased Japanese cars and five percent purchased European models.

In its first study in 1981, Conde Nast concentrated on differences in perception between men and women about automobiles. It also went on to segment the women's market into identifiable groups.

The second study does not concentrate on the differences, but on attitudes of women within various market segments as well as the makes and models they purchased during the survey period.

• According to John McClure, Detroit manager for Conde Nast, the second study identifies the segments as well as the interests of the women in the segments. "We can look at the reasons for buying and look at the cars they own," he said, noting the segments can be defined by car ownership.

While the first study concentrated heavily on differences in perception between men and women regarding the automobile, it split the women's market into six specific segments:

1. The budget minded consumer whose primary concern was dependability and economic related issues. Conde Nast found these women regard their automobile as primarily transportation and do not find cars to be a source of personal pride.
2. The personal performance-car seekers who are conscious of their cars, prefer sporty models and are unconcerned with economic issues.
3. Traditional luxury seekers who also have a sense of pride in their cars, want fully equipped cars and are unconcerned with economics.
4. Family-car buyers who are cost conscious, want to extend the life of their cars and do not consider cars fun.
5. Efficiency seekers want fuel efficiency and front-wheel-drive cars.
6. The uninvolved.

Following this same pattern, Conde Nast again broke the market into segments for its second study. These were the Domestic Budget Minded: Nononsense Value Seekers; Traditional Luxury Seekers; Personal-Performance group, and Family Car group. There also was a sixth segment of women very impressed with front-wheel-drive cars, but they were statistically insignificant.

What emerged were both demographic and attitudinal aspects of each group, and types of cars they purchased during the survey data.

Women place as much importance on vehicle function as they do on aesthetics.

Certain other conclusions could be drawn from the research, according to Eckart L. Guthe, corporate marketing director for Conde Nast, who said the market is entering the era of the personal car, with the family-car concept weakening. Also, the general market profile of women is changing in the U. S. with three out of four of the women surveyed employed either full or part time.

In addition, 41 percent of women surveyed graduated from college, while the household-income median was $33,850. More significantly, 85 percent of the women surveyed were the head of household.

As a total, women contributed 38.3 percent of household income. While 64 percent were married, 20 percent were single and 16 percent were widowed/divorced or separated.

Guthe noted that while each segment of the market had different demographic profiles, and there were differences between domestic-car, Japanese car and European-car buyers, what is emerging is a dual-family unit requiring two separate sales pitches while remembering that women in a family unit have enormous veto power, if not majority decision-making power.

Domestic-car buyers had a higher median age than the

Continued on Page E-6

Nissan overtakes Toyota in ad spending

Quotas on Japanese imports haven't dampened advertising enthusiasm for foreign-made vehicles. Ad spending for imports soared 28 percent in 1982.

Among the highlights were a 34 percent increase in Nissan Motor Corp. U.S.A. ad spending and 73.5 percent increase by Mazda Motors of America (Central and East).

Expenditures were also buoyed by new marketers Mitsubishi Motor Sales of America and American Isuzu Motors, which were still gearing up.

Generally speaking, although the Japanese operate under voluntary export restraints, they've been spending huge amounts to push truck sales in the U. S., where they still have an open market and competition from domestics has stiffened appreciably.

In the spending derby, Nissan overtook Toyota Motor Sales U.S.A. for the first time as the biggest import spender, according to Advertising Age.

European importers, in contrast, continued to up spending at a more controlled, moderate rate.

Overall, tabulations show the list of Japanese and Europeans (Volkswagen of America and American Honda are listed among domestics because of their U. S. car-building) spending $376,098,300, compared to $293,719,200 in 1981.

Spending leader Nissan accounted for $117,566,700 of the industry total, compared to $87,884,100 in 1981.

It was followed closely by Toyota, with $111,343,200 in outlays, compared to $106,186,700 the previous year.

Mazda spent $70,531,400 compared to $40,648,400 in 1981.

Subaru of America spent an estimated $25,375,400 compared to $22,000,000 the previous year, according to Leading National Advertiser reports and Automotive News estimates. (Figures for BMW, Volvo, Isuzu and Mitsubishi are similarly derived.)

BMW of North America spent $19,480,300 compared to $19,000,000 in 1981; Volvo of America, $14,265,300 compared to $12,000,000; Isuzu, $9,600,000 compared to $6,000,000 and Mitsubishi, $7,936,000 with no comparable estimate for 1981.

$1 billion

Continued from Page E-1

percent from 1981's $286.6 million.

Ford's measured ad spending increased to $288.3 million from $264.2 million. Broadcast TV was $151.1 million, up from the previous year's $113.9 million.

Spending at Chrysler Corp. dropped to $173.0 million, a decline of 10.4 percent from the previous year. Spot radio suffered the biggest fall to $12 million — a 76 percent decline from 1981, while most other expenditures were about the same. Network TV jumped to $68.2 million, a 24.5 percent increase.

Volkswagen of America advertising jumped 20.9 percent to $98 million in 1982.

According to Leading National Advertisers, VW spent just under $20 million to advertise the Rabbit line in 1982. LNA says totals for other models were: Audi, $11.4 million; Jetta, $4.5 million; Scirocco, $4.2 million; Porsche, $8 million; Vanagon, $2.7 million.

VW also spent $9.3 million to introduce the Quantum.

American Motors Corp. increased its ad budget by 2.9 percent in 1982 to $72 million. Alliance was introduced with a $20 million campaign in the fall 1982. Expenditures for other lines were trimmed. The biggest media increase was in network TV, which climbed to $26.0 million from $10 million the previous year. Spot TV dropped some $4 million, while print was up slightly.

American Honda, traditionally a more modest spender than Detroit companies, reported only modest outlays of $27.2 million in 1982, up from $23.7 million the previous year.

Honda officials said they are spending $8.9 million for network TV in 1983, plus another $5.0 million for NFL Football TV and $2.5 million in spot TV.

Honda also is spending $9 million in what it calls "national print" (magazines), $1 million for "broadcast sports" (radio), $500,000 in "sports print" and $1.1 million in network radio.

Honda also is spending about $5 million in such things as auto shows, which includes extra newspaper; the youth market, which includes "wallpaper journal" type posters in college stores, and outdoor. Its total 1983 spending is $33 million.

American Honda last year began producing cars in Marysville, O.

1982 FACTORY ADVERTISING EXPENDITURES FOR CARS AND TRUCKS IN U. S.

(In Thousands of Dollars)

	Newspapers	Magazines	Farm pub.	Network TV	Spot TV	Network radio	Spot radio	Outdoor	Unmeasured	1982 Total	1981 Total
General Motors	82,000.0	86,079.7	1,596.4	164,261.5	27,244.2	7,883.1	20,339.2	5,009.0	154,586.8	548,999.9	401,000.0
Ford Motor Co.	45,582.0	58,735.2	3,390.1	128,885.4	22,256.6	6,462.4	21,808.5	1,185.7	25,154.7	313,460.6	286,686.6
Chrysler Corp.	29,600.0	25,582.2	733.5	68,219.5	23,533.9	2,919.3	11,997.2	874.7	10,435.8	173,896.1	193,000.0
VW of America	16,025.3	28,599.5	.....	23,028.2	17,156.5	.....	2,104.4	53.2	11,032.9	98,000.0	86,000.0
American Motors	6,058.8	15,667.2	.....	26,024.3	15,414.0	.....	147.3	146.6	8,541.8	72,000.0	70,000.0
American Honda	365.0	7,500.0	.....	11,500.0	2,500.0	1,000.0	800.0	500.0	3,000.0	27,165.0	23,737.2
INDUSTRY TOTAL	179,631.1	222,163.8	5,720.0	421,918.9	108,105.2	18,264.8	57.196.6	7,769.2	212,752.0	1,233,521.6	1,055,423.8

Expenditures for General Motors, Ford Motor Co., Chrysler Corp., Volkswagen and American Motors based on Advertising Age estimates. American Honda expenditures reported directly by the manufacturer.

1982 DIRECT MEDIA ADVERTISING EXPENDITURES BY MAJOR IMPORTERS

(In Thousands of Dollars)

	Magazine	Network TV	Spot TV	Newspaper	Spot radio	Network radio	Outdoor	Unmeasured	Total 1982	Total 1981
Toyota	10,890.8	21,244.0	44,792.1	15,611.1	3,633.9	249.6	2,111.8	12,809.9	111,343.2	106,186.7
Nissan	12,750.6	23,548.1	32,671.1	9,742.8	11,382.6	.....	971.5	26,500.0	117,566.7	87,884.1
Mazda	12,360.7	26,709.7	16,737.5	1,991.4	45.7	.....	86.4	12,600.0	70,531.4	40,648.4
Subaru	2,828.9	8,568.9	3,973.2	.....	.....	.....	4.4	10,000.0	25,375.4	22,000.0
BMW	5,775.3	1,838.2	5,865.6	.....	.....	.....	1.2	6,000.0	19,480.3	19,000.0
Volvo	5,886.5	344.7	2,911.7	122.4	.....	.....	.....	5,000.0	14,265.3	12,000.0
Isuzu	3,000.0	.....	4,000.0	300.0	300.0	.....	.....	2,000.0	9,600.0	6,000.0
Mitsubishi	2,243.1	.....	3,692.9	.....	.....	.....	.....	2,000.0	7,936.0	.....
TOTAL	55,735.9	82,253.6	114,644.1	27,767.7	15,362.2	249.6	3,175.3	76,909.9	376,098.3	293,719.2

Toyota, Nissan, Mazda expenditures supplied by Advertising Age. Subaru, BMW, Volvo, Mitsubishi numbers based on Leading National Advertising reports and Automotive News estimates. Isuzu based on company report and Automotive News estimates.

U. S. AUTO MARKET OUTLOOK: A COMPOSITE OF CALENDAR YEAR SALES FORECASTS

(IN MILLIONS)

	1983			1984			1985			1986		
	Car	Truck	Total	Car	Truck	Total	Car	Truck	Total	Car	Truck	Total
Davis	9.1	3.1	12.2	10.0	3.4	13.4	10.5	3.5	13.5	10.5	3.5	14.0
Hammond	9.3	3.1	12.4	10.5	3.7	14.2	11.0	3.8	14.8	11.2	3.9	15.1
Healy	9.2	3.1	12.3	10.7	3.6	14.3	11.9	3.9	15.8	11.3	3.7	15.0
Heinbach	9.1	3.0	12.1	10.3	3.4	13.7	11.0	3.6	14.6	....	....	....
Jouppi	9.2	2.9	12.1	10.3	3.1	13.4	11.0	3.2	14.2	....	....	....
Knight	9.3	2.8	12.1	10.5	....	....	....	....	....	....	....	....
Stuchlak*	9.2	2.8	11.0	10.3	3.2	13.5	10.7	3.4	14.1	11.2	3.6	14.8
Zaglio	9.1	3.1	12.2	10.0	3.6	13.6	10.9	3.9	14.8	10.2	3.9	14.1
COMPOSITE	**9.2**	**3.0**	**12.2**	**10.3**	**3.5**	**13.8**	**11.0**	**3.7**	**14.6**	**10.9**	**3.8**	**14.5**

*Light trucks only; not included in composite.

Legend: Davis: Arthur G. Davis, Prescott, Ball & Turben; Hammond: John Hammond, Data Resources Inc.; Healy: David Healy, Drexell Burnham Lambert; Heinbach: Merrill Lynch Pierce Fenner & Smith; Jouppi: Arvid Jouppi Associates; Knight: Paine Webber Mitchell Hutchins; Stuchlak: Chase Econometrics; Zaglio: Lehman Brothers Kuhn Loeb.

Analysts look for big sales leap in 1984

Automotive News *panel predicts 10.3 million cars, 3.5 million trucks*

By Kathleen Hamilton
Financial Editor

New-car sales will go up by a giant leap in 1984, according to market analysts who called the shot pretty accurately a year ago.

Last year at this time, eight top auto-industry independent analysts and economists forecasted 1983 with slightly more optimism than the year proved to warrant. Nevertheless, their composite prediction wasn't off much.

It was 9.5 million car sales for 1983 calendar year, which now is expected to be in the 9.1 to 9.3 million range.

Three of last year's forecasters accurately predicted the 1983 total: John Hammond, economist and director of automotive market consulting at Data Resources Inc., 9.3 million; Arvid Jouppi, independent analyst based in the suburb of Grosse Pointe, Mich., 9.1 million; and Maryann Keller, 9.3 million. Those three, plus Harvey E. Heinbach, of Merrill Lynch, called 1982 car sales on the nose last year.

Keller last year was auto analyst for Paine Webber Mitchell Hutchins Inc. This year she is on the other side of the counter, buying stocks as a money manager for Vilas-Fischer Assoc. Her successor at Paine Webber, Ann Knight, is taking her place this year in the annual survey conducted by AUTOMOTIVE NEWS.

Two others joining the panel this year are Peter D. Zaglio, auto analyst and first vice president of Lehman Brothers Kuhn Loeb Inc., and Wesley Stuchlak, who replaces William R. Pochiluk as economist representing Chase Econometrics. Stuchlak is Chase manager of North American automotive anaylsis.

This year's panel forecast for 1984 ranges from 10.0 million car sales by Zaglio and Arthur D. Davis, analyst for Prescott, Ball and Turben, to 10.7 million by analyst David Healy of Drexel Burnham Lambert. The average is 10.3 million, downgraded from the last survey.

All agree 1984 will be far better than 1983 and 1985 will be even better. Disagreement arises over whether 1985 or 1986 will be a cyclical peak. In Stuchlak's analysis, sales will continue to creep up even after that.

Even though the analysts polled a year ago were close in their forecast of the truck market — a 2.9 million composite versus what's shaping up as a 3.0 million 1983 total — they apparently hadn't counted on light trucks taking as many sales away from autos as they did.

Lower fuel prices and new compact pickups will continue to produce growth in the light-truck sector at least into 1985, most forecasters believe, and they expect the upturn to continue into 1986. Stuchlak and DRI's Hammond said gasoline prices will decrease until 1985, when they will increase in real terms.

The last time gasoline prices rose was 1982. Barring an unexpected development, the analysts said fuel-price increases over the medium term are likely to be 1 to 3 percent a year, according to Hammond.

Such a fuel scenario would benefit truck sales. But the analysts also see a nationwide economic recovery raising medium- and heavy-truck sales, probably beginning in 1984, according to Hammond and Merill Lynch's Heinbach.

Paine Webber's Knight discounted the effect of fuel prices on auto sales, saying the impact will come in the type of cars sold rather than volume. She based her upbeat forecast for 1984 (10.5 million cars) and 1986 (10.8 million) on expectation of increased disposable household income and GNP growth rates of 4.2 percent in 1984 and 4.5 percent in 1985. But demographics don't support a return to sales levels of the late 1970s, Knight said.

Unemployment rates, falling to 8.2 percent in 1985, should also fuel an auto sales rebound, said Drexell Burnham & Lambert's Healy.

Low inflation rates (4.5 percent next year and 4.6 percent in 1985) and stable car-loan interest rates also will contribute, Healy said. His outlook for the next three years is the highest of any forecaster.

Healy, Heinbach and Jouppi, along with David Eisenberg, auto analyst for Sanford C. Bernstein & Co., who is not on this year's panel, were closest in calling '83 truck sales last year.

Healy, Heinbach, Knight, Jouppi and Zaglio predicted 1985 will be the sales peak in the current cycle.

Davis has doubts. "Chances are the upset year could be 1985," said the Prescott, Ball and Turben analyst. If General Motors or Ford Motor Co. is faced with a long strike in 1984, sales could be pushed into 1985, he said.

On the other hand, if export restraints don't end or are lifted, there could be a shortage of small cars that would chop into 1985 sales figures, he said.

If the 1984 boom is so great as to collide with the budget deficit to produce big interest-rate increases, 1986 might be a better car-sales year than '85, Davis said.

The current high level of competition for small-car sales could draw blue-collar workers back into the new-car market in late 1984, Davis said. Nevertheless, his forecast for the next three years is the most pessimistic of the panel members.

DRI's Hammond sees a sales surge in 1985 to 1987 in which "consuming household units" will increase, as both the number of adult drivers and new households increase. Along with this, Hammond sees a higher rate of car ownership ahead; these won't be first-time car buyers, but people looking to trade up from lower-priced new cars or used cars they now own, he said.

Dividing the forecast into calendar years poses some distortion. A quarter-by-quarter analysis by Hammond calls for the auto sales rate to be relatively stable from the end of 1984 through 1986. The market traditionally plateaus for such a period, then abruptly plummets, Hammond said.

Stuchlak's forecast doesn't factor in a recession. But an interest-rate rebound in 1985 could reduce car sales in 1985 and 1986, he said.

Jouppi, the forecaster with the clearest crystal ball last year, predicts interest rates in 1984 and 1985 "will go back to their old-fashioned level of real growth plus three or four percent in real money."

Jouppi's prediction of 10.3 million car sales in 1984 and 11.0 million in 1985 is based on several factors, the biggest of which he terms "market pull"—auto makers expanding capacity in the proper segments to meet demand generated by demographics and employment gains.

The most startling of Jouppi's forecasts is that 1984 will see shortages in heavy trucks — Class 8 vehicles especially, but in Class 7, too.

"Too many heavy trucks have been parked in lots during the recession, and they have been cannibalized" for parts, Jouppi said.

Quotas alter sales plans

Japanese 'Big Two' explain strategies

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Quotas on Japanese cars sent to the U. S. have been in effect nearly three years. Although not popular with the U. S. distributors of these cars and trucks, market plannnig adjustments have been made, according to officials of Toyota Motor Sales U.S.A. and Nissan Motor Corp. in U.S.A., the two largest importers.

Norman Lean, Toyota senior vice president and chief operating officer, and Chuck King, senior vice president sales for Nissan, agree that the biggest change in their strategies has been an increased push on trucks.

"I think there is only one significant difference, and that's the additional emphasis on trucks," Lean said of his company's marketing plans in light of quotas.

Increased attention on trucks has shown just what the company can do with these vehicles. Despite a 25 percent tariff, Lean said that during August, aided by a heavy TV ad blitz, Toyota dealers sold a record 26,000 pickups. The previous monthly mark was 17,000, and the company had set a goal of 20,000 sales to clear out stocks of existing trucks in anticipation of the new '84 model.

King said that during the first year of the import restraints, Nissan pulled out all stops to diminish stocks of 210s, 310s and 510s. "During the second year of restraints, we focused on pickup trucks," he said. That focus continues today. "On advertising, 22 percent used to be solely for trucks; they now account for 40 percent. Ninety percent on our incentives are truck-oriented," King said.

While Toyota has a new truck this fall, Nissan has a new source for its truck (redesigned midway through '83)—the new Smyrna, Tenn., assembly plant.

"We're not making any distinction between the U. S. and Japanese truck," King said. Eight of the company's 12 regions will receive trucks from Smyrna, while the four Western regions, including California (which represents 25 percent of the Nissan's truck sales), will get trucks from Japan.

Car strategies remain virtually unchanged by Toyota and Nissan, although they have taken different approaches to the number of models in their lines.

"As far as cars are concerned, it's business as usual," Lean said. "We're going to bring in new products we've had under development." The new vehicles, however, will cannibalize some other models, which will have reduced volumes. Lean said the company must take a long-range view of the market and at least establish a foothold in emerging niches such as minivans.

"With cars, you have to maintain a presence," Lean explained. "We want to be in a position to maintain the level of buyer intention on Toyota products."

Lean said Toyota is maintaining a high level of exposure on cars even though their number is restricted. Usually Toyota will not target a product for TV exposure unless its sales rate is at least 10,000 a month. However, with import restrictions in place, Toyota has used television for its Camry (5,000 a month) and is contemplating TV for the new Van Wagon (3,000 a month).

"We wouldn't normally use TV," Lean said of the Camry campaign, "but we did want to let people know that Toyota has a new midsize entry." Lean said the same is true for the Van Wagon: "It will generate interest in the company because the product is so unique."

At Nissan the situation is somewhat reversed. The company has used import restrictions to weed out slow moving lines and consolidate product offerings in other series. Two innovative products, the Ambivan (a minivan) and the March (a minicar), which were planned for this market, are on hold because of the restraints.

"We've been able to reduce the product line," King said of the number of models offered under restrictions. Among those to go are Pulsar two- and four-door hatchbacks and Stanza Deluxe models. Much of Nissan's car marketing effort has been concentrated on three product lines, according to King: Sentra, Stanza and 280ZX.

"We have to maintain a presence in the marketplace," King said of his car program. Although most emphasis is on three lines, Nissan will continue to sell six product lines and "remind people that we are a full-line maker. We want to be a factor in every segment," he said, "but we have to pick our spots. We have to go where the volume is and have consumer appeal."

With a new Z car coming on stream, King said considerable ad dollars will go into its launch.

Lean and King concur that the quota situation has enabled both companies to fine tune their distribution systems, resulting in more efficient operations.

"As the dealer sells cars, we track the cars and equipment to determine which particular model moves faster," Lean said. "We adjust our production, increasing those cars and reducing production of cars that don't move as fast."

"Our car inventory has declined by 64,000 versus what it was a year ago," King said of Nissan. "We've developed a system to expedite vehicles. We're able to allocate cars while they're in ships on the water."

King said each vehicle is identified by dealers while it's still at sea and consequently, there is no holding of cars at the port. "They (the dealers) know what they're going to get. Distribution efficiency is vital," King said, adding that under quotas, "you can't manufacture vehicles out of a distribution system."

There are frustrations for any marketing company that has its product supply restricted, King said. "We have a limited ability to merchandise product. However, it has, in a sense, forced us to be more creative and efficient in the number of products we order and where we ship them."

factories list auction dates

American Motors

Sept. 27—D-A Auto Auction, New Stanton, Pa., and Aptco Auto Auction, Taylor, Mich.

Sept. 28—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Kansas City Auto Auction, Kansas City, Mo.

Sept. 29—Todd Auto Auction, Telford, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Ford Motor Co.

Sept. 27—Aptco Auto Auction, Taylor, Mich.

Sept. 28—Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 29—Skyline Auto Exchange, Fairfield, N. J.

Sept. 30—Denver Auto Auction, Englewood, Colo.

General Motors

Sept. 28—Metro Auto Auction, Kansas City, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Sept. 29—Butler Auto Auction, Gibsonia, Pa., and Indianapolis Auto Auction, Indianapolis, Ind.

Used Car Sales
Auction Averages

September to date	$5,197
Month ago	$5,159
Year ago	$4,851

Model breakdown
Auction Averages

	SEPTEMBER TO DATE	AUGUST	JULY
1983	$ 9,978	$10,166	$11,178
1982	7,702	7,702	7,622
1981	6,193	6,158	6,164
1980	5,243	5,129	5,281
1979	4,603	4,577	4,529
1978	3,356	3,579	3,353
1977	2,611	2,781	2,645
1976	1,748	1,926	2,113
Overall Average	$ 5,197	$ 5,159	$ 5,172

Auction directory

CALIFORNIA

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415-872-3242

FLORIDA

Gulf Coast Auto Auction, 1319 61st Ave. E., Bradenton, Fla. 34203. 813-756-8478. Complete service fleet & lease accounts. Contact: J. Omar Landis, Henrietta Letty.

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1-317-298-9700

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LOUISIANA

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NEW MEXICO

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NEW YORK

Buffalo Thruway Auto Auction, 2727 Broadway, Buffalo, N.Y. Sale every Tuesday at 12:30. 716-892-2111.

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Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon 371-7800. Northeast's Finest — Every Thursday 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270 Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

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25-year dealer

Gordon E. Robberson, right, Robberson Ford Sales, Inc., Bend, Ore., received a 25-year plaque from Lee Anderson, Ford Seattle district manager.

European sales of Ford cars in August set record

DEARBORN. — Sales of new Ford cars in Europe during August are estimated to have captured 18.3 percent of the market, an alltime record share, according to Ford Motor Co.

Ford said it sold a record 157,000 new cars in Western Europe last month, while total European Ford car sales in the first eight months of the year totaled a record 950,000 units, for an estimated 13.1 percent share of the European market.

In Britain during August, Ford said it had a 30.92-percent share of the market, while in Germany, Ford had its best August volume and share—16,500 units, 12.2-percent share — since 1978.

Ford said latest statistics show that it has three cars in the European top 10, with Escort as Europe's overall best-seller followed by Sierra in fourth place and Fiesta in eighth.

Sundeman heads Saab's U.S. bus operations

ORANGE, Conn. — Rolf Sundeman has been placed in charge of the Scania Bus Division of Saab-Scania of America. He formerly was managing director of Scania-Bussar AB, of Sweden.

Other senior staff members, all from Scania-Bussar, are: Josef Schrotti, technical director for engineering and production; Olof Nilsson, technical manager; Per Olof Rudbeck, design manager for the bus body; Arne Oberg, production supervisor, and Arne Wettler, purchasing manager.

A marketing manager will be recruited locally, according to Robert J. Sinclair, Saab-Scania of America president.

The Scania Bus Division will begin equipping its plant here this fall, and is scheduled to begin deliveries to customers in the second half of 1984.

Initial capacity will be 250 Scania transit buses a year with a work force of 250 persons.

Volvo names Combee to planning post

ROCKLEIGH, N. J. — Volvo has named Donald L. Combee planning and administration manager and a member of the North American Car Operations management group.

Combee formerly was assistant controller of Volvo of America Corp. He joined the company in 1970.

IMPORT SALES BY MODEL:
JULY '83 VS. JULY '82

	July, 1983	July, 1982	7 Mos., 1983	7 Mos., 1982
Alfa Romeo	223	199	2,007	1,139
Audi	4,532	3,388	26,923	26,140
4000	986	1,047	6,846	7,530
4000d	46	192	834	1,776
5000	524	1,172	6,185	9,483
5000d/TD	680	360	4,737	1,246
5000 Turbo	172	234	1,514	2,595
5000 Successor	1,785	.....	4,450	.....
Coupe	329	301	2,037	2,230
Quattro	10	19	226	103
Tourist	.....	.....	.....	.....
BMW	5,102	4,608	31,782	29,168
320	3,010	3,273	17,991	19,926
528	1,470	911	9,150	6,157
633	221	87	455	962
733	401	337	3,168	2,123
Chrysler/Mitsubishi	10,416	10,308	58,641	57,925
Colt	7,325	7,729	40,239	42,036
Sapporo	1,446	1,187	8,174	6,979
Challenger	1,645	1,392	10,229	2,910
DeLorean	20†	361	355†	1,910
Fiat	386	1,562	4,489	11,095
Strada	.....	359	.....	3,851
Brava	.....	319	.....	2,154
X-1/9	.....	399	.....	1,895
Spider	.....	485	.....	3,195
Ferrari	.....	82	.....	423
Honda	30,526	30,471	212,489	220,091
Civic	12,856	11,552	84,416	78,313
Accord	12,725	15,714	110,409	118,242
Prelude	4,945	3,205	17,664	23,536
Isuzu	2,542	1,259	11,879	7,781
Jaguar	1,057	758	8,790	5,231
Lancia	46	89	513	540
Mazda	14,353	15,136	103,454	92,018
GLC	4,964	4,542	31,718	30,623
626	5,264	5,903	39,997	32,068
RX-7	4,125	4,691	31,739	29,327
Mercedes-Benz	6,060	5,390	41,840	37,359
240D	1,040	1,180	8,039	8,827
300D	1,646	1,384	10,917	8,324
300CD	195	153	1,119	1,046
300TD	238	259	1,601	1,787
300SD	1,654	1,331	10,668	9,461
280E	.....	1	.....	25
280CE	.....	1	.....	1
380SEL	387	296	2,968	2,027
380SL/SLC	738	651	5,457	4,771
380SEC	161	129	1,069	1,069
Miscellaneous	1	5	2	21
Mitsubishi	3,043	.....	17,034	.....
Starion	556	.....	3,463	.....
Cordia	1,120	.....	6,550	.....
Tredia	1,367	.....	7,021	.....
Nissan	47,946	43,857	323,800	274,978
210	.....	1,421	361	59,233
Sentra	19,332	18,317	130,101	53,713
310	.....	4,371	1,900	29,574
Pulsar	6,289	.....	37,242	.....
Stanza	6,552	5,489	39,981	33,403
Maxima	6,836	5,038	43,426	28,626
200SX	2,212	4,071	22,669	31,189
280ZX	6,294	4,797	44,920	35,856
Hawaii	431	351	3,200	2,991
Other	.....	2	.....	393
Peugeot	1,399	1,257	8,721	8,106
Porsche	2,073	909	13,241	7,880
924	.....	44	.....	1,626
924 Turbo	.....	20	.....	598
944	1,481	401	7,878	1,677
911SC	427	311	3,540	2,672
928	165	133	1,622	1,307
Tourist	.....	.....	201	.....
Renault	4,103	3,804	20,151	23,941
Le Car	1,697	2,007	9,849	11,318
18i	877	668	2,585	6,719
Fuego	1,529	1,129	7,717	5,904
Saab	2,188	1,710	16,114	10,555
900	688	397	4,382	2,606
900S	493	450	4,163	2,325
Turbo	975	823	7,317	5,452
Tourist	32	40	232	172
Subaru	13,457	12,634	92,776	85,082
Toyota	50,191	48,215	332,308	312,450
Starlet	365	1,550	5,189	11,325
Corolla	13,363	16,609	86,324	105,363
Tercel	13,191	21,159	94,520	76,684
Celica	12,250	10,519	72,936	71,705
Supra	1,716	2,976	17,304	19,266
Camry	5,074	.....	26,454	.....
Corona	.....	23	12	3,061
Cressida	3,505	3,738	23,523	20,259
Land Cruiser	332	245	2,842	1,816
Hawaii	395	396	3,204	2,971
Volkswagen	6,734	5,664	44,312	37,899
Rabbit Convertible	932	769	6,206	5,246
Jetta	1,742	1,668	11,864	11,670
Vanagon	1,579	1,230	8,722	7,579
Quantum	1,350	1,130	9,572	5,784
Dasher	.....	35	.....	566
Scirocco	1,131	832	7,848	7,054
Volvo	8,549	7,716	56,569	49,504
DL	4,397	4,405	28,333	27,985
GL	1,294	1,290	10,097	7,331
GTL	1,389	2	8,174	196
GLT Turbo	.....	955	.....	6,621
GLE/264	10	266	204	1,659
DL Diesel	27	44	33	410
GL Diesel	393	730	3,185	4,615
Coupe	3	4	6	71
760 (gas)	846	.....	4,249	.....
760 TurboDiesel	190	.....	1,324	.....
Tourist	.....	20	958	616
TOTAL IMPORTS	214,446	199,295	1,428,180	1,300,795

Makers build 155,891 for week

Car output highest in 28 months

By Mary Beth Mayer
Staff Writer

With production of the 1984 models fully underway, domestic auto output reached its highest point in more than two years last week.

Overtime at 11 assembly points helped boost production last week to an estimated 155,891 units, up 4.14 percent from the previous week's 149,699, and up a considerable 50.42 percent over last year's 103,638 units.

The week's total was the highest since the 162,485 tallied in the week ended May 23, 1981.

Breakdown for the week by company was: General Motors, 57.76 percent; Ford Motor Co., 25.00 percent; Chrysler Corp., 12.12 percent; American Motors, 2.89 percent; Volkswagen of America, 1.51 percent, and Honda, 0.72 percent.

So far this year, there have been 4,759,830 cars assembled, a 24.33 percent gain from 3,828,620 built in the same period last year.

Operations resumed last week at GM's Norwood (O.) and Van Nuys (Calif.) Camaro/Firebird plants after being down because of a transmission shortage.

GM had its Fairfax (Kans.) and Flint facilities working two shifts Saturday (Sept. 24).

Five Ford plants worked daily overtime last week. Working extra hours were: Chicago, Kansas City, Lorain (O.), St. Louis and Wayne (Mich.). Lorain, St. Louis and Wayne also operated Saturday.

Chrysler slated daily overtime at four plants — Belvidere (Ill.), Detroit Jefferson, Newark (Del.) and St. Louis No. 1.

Chrysler's St. Louis No. 2 plant has begun to produce the Chrysler Fifth Avenue, Dodge Diplomat and Plymouth Gran Fury, which were previously produced at the company's Windsor (Ont.) plant.

Fate of AMC Canada plant tied to current labor talks

By Marjorie Sorge
Labor Editor

The current contract between the UAW and American Motors in Canada will expire at noon tomorrow (Sept. 27).

The contract covers the 950 UAW-represented hourly workers at AMC's Brampton plant in Ontario. That facility builds Eagles at a rate of 120 a day.

Workers have approved a strike mandate by 97 percent.

The outcome of the current negotiations could decide the fate of the Brampton plant. AMC President Jose J. Dedeurwaerder has said the future of that plant lies in the attitude of the workers. Last January he said, "We don't want to leave Canada, but we need a cooperative attitude on the part of the union."

In 1982, the Brampton local refused to consider a new AMC-UAW contract which involved an employe investment plan. That plan was negotiated in the U. S. Hourly workers invested between $110 million and $115 million, earmarked for AMC's $1 billion new-product program.

That same year, Dedeurwaerder said the Canadian segment of the UAW took a destructive stance when it refused to negotiate an employe investment plan.

Negotiations between the two sides began Aug. 4. The current contract was due to expire at midnight on Sept. 16, but the UAW elected to extend the agreement until Sept. 27.

The company has asked for the elimination of the Sept., 1983, cost-of-living-adjustment payment due in December and the deferral of six quarters of COLA for 18 months. It also wants to abolish the eight paid absence allowance days and wants no wage increase during the proposed four-year pact. AMC also wants to reduce new-hire wages and benefits.

According to the UAW, these concessions have been tabled.

The union is seeking the Canadian pattern won at General Motors and Ford which includes annual 3-percent increases and a Canadian COLA.

Under the current formula COLA is figured on one cent raise for every 0.26 percent rise in the combined Canadian-U. S. Consumer Price Index. In the Ford and GM contracts, COLA will be figured on a Canadian index beginning in March, 1984. The UAW has said the Canadians were suffering under the old formula because Canadian inflation is so much higher.

GM gets better ratings on $22 billion of debt

NEW YORK. — Moody's Investors Service raised ratings on $22 billion worth of General Motors and GMAC notes, debentures and bonds.

Moody's said the action reflected improvements in GM profits and business position. The move will reduce interest rates paid by GM, but GM declined to estimate its savings.

Auto production in Canada jumps to 13-week high

With General Motors back on a full production schedule after holidays and slowdowns during model changeover, Canadian auto production last week was the highest it has been in 13 weeks.

Last week's estimated output was 17,942, up 22.06 percent over 13,985 assembled the previous week and 31.69 percent over 13,625 built in the year-ago week.

During the week ended June 25, Canadian auto makers completed 22,048 units.

So far this year, 695,933 units have been assembled, up 6.34 percent from 654,454 completed in the year-ago period.

Canadian truck manufacturers targeted last week's output at 12,187, 2.55 percent below the 12,505 built the week before, but 46.06 percent over the 6,574 finished in the year-ago week.

Year-to-date, the makers have completed 379,575 trucks, up slightly from 377,699 finished in the year-ago period.

Chrysler Corp.'s Windsor car facility is retooling for its minivan, which it will begin to produce in early October.

Truck production of 55,523 slated, tops since July

Overtime schedules at eight assembly points upped last week's estimated domestic truck production to 55,523 units, the most for any week since 55,819 trucks were completed in the period ended July 14, 1979.

Last week's total rose 4.96 percent from the previous week's 52,902, and was up a whopping 95 percent from 28,474 units built in the comparable period last year.

Year-to-date, the makers have assembled 1,654,666 units, a 12.56 percent gain from 1,470,109 built at this time last year.

Saturday (Sept. 24) overtime was scheduled at General Motors' Moraine (O.), Pontiac and St. Louis points. Moraine worked one extra shift and Pontiac and St. Louis operated two extra shifts.

Ford Motor Co.'s Louisville, Norfolk, Michigan and Twin Cities facilities worked daily overtime last week. Louisville also was up on Saturday.

Chrysler Corp.'s Warren (Mich.) plant also worked extra hours last week.

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 24, 1983	Week Ended Sept. 25, 1982	Week Ended Sept. 17, 1983	Sept. to Date	Jan. 1 to Sept. 25, 1982	Jan. 1 to Sept. 24, 1983
CHEVROLET	19,683	9,933	17,080	55,883	511,528	576,815
DODGE	2,600	2,898	3,236	9,204	97,094	99,993
FORD	21,901	8,654	21,988	70,165	529,425	649,141
GMC	6,088	3,132	5,584	18,406	180,479	185,616
INTERNATIONAL	1,176	878	663	3,134	34,790	36,310
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,625	1,929*	2,720	8,683	64,910*	62,838
NISSAN	400	.....	581	1,514	.....	3,574
AM GENERAL	50*	50*	50*	160*	1,780*	1,820*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,300*	42,000*	36,400*
Total Trucks, U. S.	55,523	28,474	52,902	169,449	1,470,109	1,654,666

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 24, 1983	Week Ended Sept. 25, 1982	Week Ended Sept. 17, 1983	Sept. to Date	Jan. 1 to Sept. 25, 1982	Jan. 1 to Sept. 24, 1983
CHRYSLER CORP	2,652	2,645	2,704	8,625	77,051	91,801
FORD MOTOR	3,517	241	3,432	10,934	103,614	98,895
GENERAL MOTORS	5,868	3,688	6,369	19,618	188,868	184,870
INTERNATIONAL	130	.....	.....	283	8,166	4,009
Total Trucks, Canada	12,187	6,574	12,505	39,460	377,699	379,575
N. American Trucks	67,710	35,048	65,407	208,909	1,847,808	2,034,241

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Sept. 24, 1983	Week Ended Sept. 25, 1982	Week Ended Sept. 17, 1983	Sept. to Date	Jan. 1 to Sept. 25, 1982	Jan. 1 to Sept. 24, 1983
AMERICAN MOTORS	4,500	4,400*	4,735	15,383	59,279*	133,613
AMC Total	.....	1,500*	.....	.....	41,479	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,500	2,900*	4,735	15,383	17,800*	129,542
Alliance	2,900	2,900*	3,148	9,898	17,800*	115,091
Encore	1,600	.....	1,587	5,485	.....	14,451
CHRYSLER CORP.	18,900	17,022	21,293	63,577	427,960	621,574
Plymouth Total	6,750	6,385	7,562	22,631	172,921	222,662
Horizon	2,900	2,713	3,428	17,404	56,012	83,239
Reliant	3,700	3,553	3,956	12,087	116,201	135,788
Caravelle ('83)	100	119	171	371	708	3,578
Gran Fury	50	.....	7	57	.....	57
Chrysler Total	5,000	3,855	5,137	15,732	85,755	149,151
LeBaron	1,700	2,067	1,589	5,127	78,865	62,838
Laser	600	.....	786	2,358	.....	5,301
Chrysler	2,300	1,788	2,682	7,767	6,890	80,532
Fifth Avenue	400	.....	80	480	.....	480
Dodge Total	7,150	6,782	8,594	25,214	169,284	249,761
Omni	2,700	2,267	3,208	9,822	52,428	91,656
Aries	2,500	2,851	3,372	9,263	87,859	101,227
Daytona	800	.....	629	2,122	.....	3,934
Dodge 400	.....	787	.....	.....	24,363	18,478
Dodge 600	1,100	877	1,372	3,944	4,634	34,403
Diplomat	50	.....	13	63	.....	63
FORD MOTOR	38,972	15,773	37,902	113,217	805,693	1,084,965
Ford Division	25,527	9,014	25,175	75,890	507,724	693,662
Escort	8,177	.....	7,001	21,536	204,895	194,406
Fairmont	.....	3,142	.....	.....	91,696	23,728
Mustang	2,985	3,466	2,710	7,256	97,738	81,272
LTD/Granada	4,050	2,406	3,806	12,202	78,742	123,503
Thunderbird	3,956	.....	4,228	13,053	29,326	139,141
Crown Victoria/Ford	2,351	.....	2,339	7,072	.....	67,975
EXP	.....	.....	.....	.....	5,327	1,184
Tempo	4,008	.....	5,091	14,771	.....	62,453
L-M Division	13,445	6,759	12,727	37,327	297,969	391,303
Mercury Total	10,794	4,670	10,376	31,267	228,056	309,710
Lynx	2,134	.....	1,776	5,509	64,514	55,298
Capri	1,015	1,119	929	2,444	27,237	17,320
Zephyr	.....	738	.....	.....	29,577	8,601
Marquis/Cougar	1,456	974	1,505	4,474	37,292	52,697
Cougar/XR7	3,284	.....	3,395	10,029	10,580	89,610
Gr. Marquis/Marquis	1,851	1,839	1,841	5,707	57,494	68,729
LN7	.....	.....	.....	.....	1,362	290
Topaz	1,054	.....	930	3,103	.....	17,105
Lincoln Total	2,651	2,089	2,351	6,060	69,913	81,593
Continental ('82)	.....	418	.....	.....	14,509	8,793
Lincoln	2,651	1,091	2,351	6,060	32,112	52,609
Mark VI	.....	580	.....	.....	23,292	20,191
GENERAL MOTORS	90,049	66,443	82,408	277,689	2,473,404	2,820,170
Buick Division	20,392	15,181	19,764	62,774	574,139	640,072
Skylark	3,720	4,097	3,739	11,517	112,641	76,741
Skyhawk J	1,245	931	1,240	3,952	52,888	52,174
Century	4,343	1,001	4,227	13,504	91,477	117,769
Regal	4,860	3,926	4,946	15,072	155,752	179,748
Buick	5,049	3,776	4,375	14,866	132,679	177,574
Riviera	1,175	1,450	1,237	3,863	28,702	36,066
Cadillac Division	6,639	5,935	6,788	21,472	171,137	219,864
Cimarron	550	262	368	1,434	5,553	14,645
Seville	721	678	764	2,384	15,872	25,162
Eldorado	1,362	1,358	1,444	4,496	41,473	54,461
Cadillac	4,006	3,637	4,212	13,158	108,239	125,596
Chevrolet Division	29,361	20,927	23,602	86,178	798,265	918,638
Chevette	4,430	4,176	4,223	13,911	166,176	138,212
Cavalier	6,450	1,814	6,035	19,247	68,636	215,541
Celebrity	3,125	2,640	3,027	10,099	51,936	97,147
Camaro	4,620	3,240	.....	10,304	176,237	138,675
Citation	1,949	2,733	1,951	5,816	132,690	73,207
Malibu/El Camino	592	2,477	603	2,117	91,747	100,885
Monte Carlo	3,253	1,846	3,145	9,846	55,981	75,769
Chevrolet	4,282	1,393	4,005	12,763	33,571	60,608
Corvette	660	608	613	2,015	21,291	18,594
Oldsmobile Division	22,918	18,555	24,518	75,240	577,140	744,493
Omega	1,340	1,478	1,358	4,704	63,964	43,048
Firenza	925	358	969	3,039	35,940	34,399
Cutlass	6,951	5,739	8,002	22,866	150,241	219,429
Cutlass/Ciera	5,612	4,169	5,363	17,246	96,299	153,053
Oldsmobile	7,224	5,830	7,912	24,529	206,965	264,396
Toronado	866	981	914	2,856	23,731	30,168
Pontiac Division	10,739	5,845	7,736	32,025	352,723	297,103
Acadian†	.....	210	178	296	9,031	15,762
2000	3,150	379	2,904	9,703	32,540	76,480
1000	1,265	425	1,185	3,615	29,162	33,588
Firebird	3,080	2,313	.....	5,728	104,773	68,535
Phoenix	491	229	391	1,429	38,423	19,611
G. Prix/B'ville ('83)	1,888	1,495	1,501	5,659	108,565	73,370
Parisienne	865	.....	718	2,737	.....	4,978
Fiero	.....	.....	859	2,660	.....	4,779
6000	.....	794	.....	.....	30,229	.....
HONDA	1,120	.....	1,000	5,621	.....	32,707
VOLKSWAGEN	2,350	.....	2,361	7,245	60,121	66,801
CHECKER	.....	.....	.....	.....	2,163	.....
Total Cars, U. S.	155,891	103,638	149,699	482,732	3,826,620	4,759,830

CANADIAN CAR PRODUCTION

	Week Ended Sept. 24, 1983	Week Ended Sept. 25, 1982	Week Ended Sept. 17, 1983	Sept. to Date	Jan. 1 to Sept. 25, 1982	Jan. 1 to Sept. 24, 1983
AMERICAN MOTORS	600	.....	609	2,053	23,177	20,666
CHRYSLER CORP	.....	3,522	.....	.....	122,756	103,857
FORD MOTOR	5,770	3,594	5,883	23,625	229,154	188,029
GENERAL MOTORS	11,347	6,284	7,268	26,691	271,689	376,146
VOLVO	225	225	225	668	7,678	7,235
Total Cars, Canada	17,942	13,625	13,985	53,037	654,454	695,933
N. American Cars	173,833	117,263	163,684	535,769	4,483,074	5,455,763
N. American Trucks	67,710	35,048	65,407	208,909	1,847,808	2,034,241
North American Cars and Trucks	241,543	152,311	229,091	744,678	6,330,882	7,490,004

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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C2700-1

Automotive News

October 3, 1983

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'84s sizzle in showroom; dealers' optimism soars

By Jim Plegue
Staff Writer

Something special is happening. Consumers are buying cars. Salesmen are enthusiastic. Dealers have few complaints. Some are even saying nice things about the factory.

After three years of terrible sales, dealers are viewing the '84 model year with a genuine upbeat attitude. Not that dealers didn't remain optimistic throughout the slump, but such optimism was always qualified with "next-year" statements.

Well, that "next year" may have finally arrived — at least in the opinion of many dealers surveyed last week by AUTOMOTIVE NEWS. Dealers aren't talking '79-level sales just yet, but they're thinking about it.

"Buyer attitudes are great," said a sales manager for a large Chevolet dealer. "Consumer interest in automobiles is better than last year. It hasn't come back yet to the attitude of '78 and '79, but it's much better than it's been the last couple of years."

Ford Motor Co., General Motors and American Motors/Renault/Jeep dealers officially unveiled their 1984 models on Sept. 22. Chrysler Corp. dealers inaugurated the new year last Thursday.

"Everything sells well — from the Turismo right on up to the New Yorker Fifth Avenue," said Jeff Palmer, general manager for Golden Chrysler-Plymouth in Philadelphia. "I'm hoping this will be one of the best years we've ever seen."

Palmer said Golden retailed 375 new Chrysler-Plymouth models last year. He expects to top 600 sales during 1984.

• "I would say that we're probably sitting on the best car lineup that I could envision," Palmer said. "I wouldn't want to be anyplace else right now but with Chrysler."

A few years back, that comment would have been a rare one, indeed, for a Chrysler dealer. And Palmer's not the only dealer who is proud of his products.

"I don't think Ford has to apologize for anything that it's come out with in the last couple of years," said Mark Maddock, sales manager of Downtown Ford Sales, a large Sacramento dealer. "I think Ford has products that are equal to or better than anything that's imported."

Maddock said Downtown Ford normally sells about 2,400 new cars and trucks per year. His sales are running 38 percent above last year. Hot models in Sacramento are Tempo, Thunderbird, Ranger, Bronco II and the full-size Crown Victoria — "but you can't get them."

All Ford and Lincoln-Mercury dealers complained of shortages of the full-size cars.

In fact, inventories — or rather lack of them — were the most common complaint of dealers.

Dick Sassi, general manager of Lynch Buick Co., Chicago, needs Regals. Normally, he said, the dealership enters the new model year with about 100 Regals (both carryover and new) to sell. Regal sales account for 40 percent of his business. But Sassi said he only has about 35 Regals in stock, 28 of which are demo models.

Though Regal is the volume car, Sassi said big-car sales are booming — up 140 percent last month over previous months — and that the front-drive Century, a slow starter, "has just taken off in the last three to four months."

• "I could sell anything if I had the cars," said Leonard Lucas, general manager of Keystone Chevrolet Co., also of Chicago. "They're coming in and asking for everything."

Cavalier is Keystone's volume

Continued on Page 57, Col. 3

Escort ragtop

For Ford by Karmann

Ford of Europe's convertible version of the Escort is at last going into production. It will be made—at a rate of up to 10,000 a year — by Karmann, of West Germany, which used to make the cabriolet versions of the Volkswagen Golf (Rabbit). There will be Escort 1.3 and 1.6-liter GL versions as well as a sporty XR3i derivative.

Chrysler discounts up; '84 prices hiked $191

By John K. Teahen Jr.
Managing Editor

Chrysler Corp. has sweetened the dealer discounts on some of its cars and has posted a price increase averaging $191, or 1.9 percent, on its full range of '84 autos.

Chrysler also placed stickers of $8,308 on its new Dodge Daytona sport coupe and $8,648 on the new Chrysler Laser sport coupe.

The discount changes improve the dealers' profit potential on various models in some of the corporation's better-selling lines.

From the customer's standpoint, the discount revisions mitigate some of the '84 price hike because dealers will be able to slice a few extra dollars off the sticker in writing the deal.

Discounts were increased on models in six car lines. They were reduced on two other models.

AUTOMOTIVE NEWS sources last week supplied the following figures on Chrysler's discount revisions:

1. On the base two-door and four-door sedans in the Plymouth Reliant and Dodge Aries lines, the dealer discount now is 13 percent, up from 12 percent for '83.

2. All Chrysler LeBaron models have a dealer discount of

Continued on Page 62, Col. 4

breaking news

Japan eyes higher quota for U. S.

WASHINGTON.—The Japanese Government is willing to impose a fourth year of restraints on auto exports to the U. S. but wants to raise the annual quota from the current 1.68 million, possibly to 2 million, according to a source traveling here with Sosuke Uno, head of Japan's Ministry of International Trade and Industry. Japan wants the issue settled before President Reagan's trip to Japan in November.

Ford, U. S. disagree on price of air-bagged cars

WASHINGTON.—Ford Motor Co. and the General Services Administration are at an impasse over the prices Ford wants for a fleet of 1985 four-cylinder cars equipped with driver-side air bags. Ford wants much more than the government is paying Chrysler for 1984 four-cylinder K-cars. Vehicle prices—not prices for air bags, antilacerative windshields or high-mounted taillights on these cars—are the stumbling block.

Chrysler likes EPI, will boost application

DETROIT. — Chrysler Corp. is stepping up its use of single-point, or throttle-body electronic fuel injection dramatically. Introduced in a few E-body cars in the '83 model

See BREAKING NEWS, Page 8, Col. 1

Sales are strong; problems appear solved; Cavalier eyes top spot in industry

It's turnaround time for much-maligned GM J-cars

By Kathleen Hamilton
Financial Editor

Can this be possible? Can Chevrolet indeed sell 360,000 Cavaliers this model year?

Can a General Motors J-car—not so very long ago cited as evidence that Detroit could not compete with Japan on small cars—become the nation's best-selling nameplate, wrestling the title from Cutlass and thwarting Ford's designs for Tempo?

Can all this happen in what promises to be another Year of the Big Car?

Yes, yes, yes and yes, says Chevy.

Indeed, the fortunes of all the J-cars have turned in recent months, pushing 1983 model year sales for the five J-cars 71 percent above 1982.

Although Pontiac isn't making any forecasts for the '84 model year, predictions from the other GM divisions indicate J-car sales should rise another 70 percent this year.

The reasons for the turnaround are many.

Among the most obvious were the powertrain improvements in 1982 and 1983 that voided the most common driver complaint in the early models: Sluggish performance.

Now equipped with fuel-injected 1.8-liter and 2.0-liter engines, the cars are both fuel-efficient and acceptable performers.

Pontiac, Buick and Chevrolet are going for even more power this year. Pontiac will be the first division to offer turbocharging in its J-car, once called the J-2000, then simply 2000 and now 2000 Sunbird. Buick also will be offering the optional Pontiac turbocharged engine, and Chevy is planning to put a new V-6 engine in the Cavalier.

• The J-cars also have clearly benefitted from quotas on Japanese cars. Introduced in May, 1981 — less than two months after the first quotas were announced — the J-cars were sized closer to what the Japanese offered than to any domestic competitor, equipped as heavily as any import and positioned squarely against the foreigners.

The positioning didn't work at all. Domestic-car shoppers were appalled by the prices, which were nearer to the bigger X-cars than to any other subcompacts. Import-car shoppers were equally appalled by the prices, which were far above comparably equipped Japanese cars.

The division back-pedaled quickly. Two of the three divisions that introduced J-cars in May, 1981, had by January, 1982, lowered their standard equipment level and slashed their base prices. Chevy's new low-

Continued on Page 58, Col. 1

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Total is 789,016; domestics up 32 pct.

Registrations for July second best of 1983

By Jenny L. King
Staff Writer

July new-car registrations in the U.S. reached their second-best total so far this calendar year and were up 25.98 percent over July, 1982.

According to figures compiled by R. L. Polk & Co., total new-car registrations climbed to 789,016 this July compared with 626,321 for the same month a year earlier. June, 1983, registrations totaled 868,738, best for the calendar year to date. July's number was 9.18 percent behind June's.

Registrations of domestic cars were up 32.64 percent July to July, bulging to 561,481 from 423,319 last year. This July was down 10.17 percent from 625,077 the preceding month.

Import registrations numbered 227,535 in July, up 12.09 percent from 203,002 in July, 1982.

Year-to-date registrations of 5,047,873 were up 14.61 percent above the 1982 sum of 4,404,430, but they were off 0.65 percent from the 5,080,733 recorded in 1981. Domestic year-to-date registrations totaled 3,562,127, up 14.12 percent from 3,121,398 in 1982, and off 1.05 percent from 3,599,909 two years ago.

Import registrations for the first seven months of 1983 reached 1,485,746, up 15.80 percent from 1,283,032 in 1982.

• In July, General Motors improved its share of the total market by an impressive four percentage points, climbing to 44.41 percent from 40.41 percent last year. Chrysler Corp. was up 0.16 percentage points, to 8.93 percent from 8.77 percent.

Ford Motor Co. dipped 0.08 percentage points, to 17.39 percent from 17.47 percent. American Motors, whose strong-selling Alliance is counted among import registrations, dropped to 0.42 percent of the total market from 0.91 percent in July, 1982. Miscellaneous domestics, formerly upheld by Checker passenger cars, dropped to 50 units from 202 units for 0.01 percent of the market compared with 0.03 percent.

Imports provided GM with most of its gain in share of the market. Imports dropped 3.57 percentage points, to 28.84 percent from 32.41 percent in 1982.

In the domestics-only market, GM climbed to 62.41 percent in July from 59.78 percent a year ago. Ford slipped to 24.44 percent from 25.85 percent. Chrysler had 12.55 percent compared with 12.97 percent a year earlier. AMC dropped to 0.59 percent from 1.35 percent, and miscellaneous domestics had 0.01 percent compared with 0.05 percent in July of 1982.

In July, imports captured 28.84 percent of the market, followed by U.S. intermediates with 26.36 percent. Imports numbered 227,535 and intermediates 208,013. Compacts (134,747) accounted for 17.08 percent; standards (103,466) had 13.11 percent; subcompacts (76,160) had 9.65 percent, and luxury models (39,095) had 4.96 percent.

A year earlier, imports had 32.41 percent of the total, intermediates had 21.40 percent, compacts had 16.13 percent, standards had 11.02 percent, subcompacts had 14.26 percent and luxury models picked up 4.78 percent.

The July, 1983, domestics-only market-class breakdown featured intermediates with 37.05 percent, compacts with 24.00 percent, standards with 18.43 percent, subcompacts with 13.56 percent and luxury models at 6.96 percent.

For the seven months, Chrysler Corp. and the combined imports were the only ones to improve their shares of the total market.

NEW-CAR MARKET SHARES IN U. S.

	JULY					SEVEN MONTHS				
	Regis., July, 1983	Percent Share of Market	Regis., 7 mos., 1983	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., July, 1982	Percent Share of Market	Regis., 7 mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Chevrolet	120,127	15.23	89,118	14.23	+ 1.00	741,897	14.70	707,150	16.06	− 1.36
Ford	93,756	11.88	77,355	12.35	− 0.47	576,394	11.42	520,441	11.82	− 0.40
Oldsmobile	85,946	10.89	59,646	9.52	+ 1.37	546,349	10.82	437,914	9.94	+ 0.88
Buick	73,311	9.29	53,966	8.62	+ 0.67	461,888	9.15	395,178	8.97	+ 0.18
Pontiac	47,273	5.99	33,448	5.34	+ 0.65	283,845	5.62	265,541	6.03	− 0.41
Mercury	35,923	4.55	26,426	4.22	+ 0.33	216,948	4.30	184,599	4.19	+ 0.11
Dodge	26,807	3.40	19,633	3.14	+ 0.26	181,024	3.59	143,201	3.25	+ 0.34
Cadillac	23,780	3.01	16,921	2.70	+ 0.31	160,991	3.19	130,136	2.95	+ 0.24
Plymouth	22,897	2.90	20,730	3.31	− 0.41	161,806	3.21	146,993	3.34	− 0.13
Chrysler	20,765	2.63	14,542	2.32	+ 0.31	143,446	2.84	91,681	2.08	+ 0.76
Lincoln	7,520	0.96	5,634	0.90	+ 0.06	53,056	1.05	45,183	1.02	+ 0.03
AMC	3,326	0.42	5,698	0.91	− 0.49	34,040	0.67	51,774	1.18	− 0.51
GENERAL MOTORS	350,437	44.41	253,099	40.41	+ 4.00	2,194,970	43.48	1,935,919	43.95	− 0.47
FORD MOTOR CO.	137,199	17.39	109,415	17.47	− 0.08	846,398	16.77	750,223	17.03	− 0.26
CHRYSLER CORP.	70,469	8.93	54,905	8.77	+ 0.16	486,276	9.64	381,875	8.67	+ 0.97
AMC	3,326	0.42	5,698	0.91	− 0.49	34,040	0.67	51,774	1.18	− 0.51
IMPORTS	227,535	28.84	203,002	32.41	− 3.57	1,485,746	29.43	1,283,032	29.13	+ 0.30
MISCELLANEOUS	50	0.01	202	0.03	− 0.02	443	0.01	1,607	0.04	− 0.03
TOTAL	789,016		626,321			5,047,873		4,404,430		

Automotive News analysis of new-car registration based on R. L. Polk & Co. statistical report.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

JULY '83 VS. JULY '82

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Spirit	300	4,168	1,222	12,049
Concord	866	8,441	1,482	13,058
Concord SW	241	3,740	579	5,342
Eagle 4WD	241	2,164	436	3,706
Eagle 4WD SW	1,235	11,514	1,331	10,506
Eagle SX4 4WD	443	4,013	648	7,113
TOTAL AMC	3,326	34,040	5,698	51,774
Chrysler LeBaron FWD	5,820	41,274	6,716	46,300
LeBaron SW FWD	934	6,063	1,001	3,765
E Class/NY FWD	6,510	39,399		
Cordoba	874	8,572	1,170	8,472
NY Fifth Ave.	6,546	47,030	5,510	31,400
Imperial	81	1,108	145	1,744
Total	20,765	143,446	14,542	91,681
Plymouth Horizon FWD	5,462	30,103	5,887	46,031
Turismo FWD	3,259	20,554	645	3,241
Reliant FWD	9,659	72,985	9,100	62,087
Reliant SW FWD	3,698	28,010	3,290	24,897
Gran Fury	819	10,154	1,808	10,737
Total	22,897	161,806	20,730	146,993
Dodge Omni FWD	4,781	27,013	4,855	38,904
Charger FWD	4,527	24,845	926	6,511
Aries FWD	7,243	52,122	5,730	44,326
Aries SW FWD	2,719	22,298	2,718	20,046
Dodge 400 FWD	2,622	19,725	2,407	14,488
Diplomat	2,190	15,321	2,419	14,618
Diplomat SW			4	62
Mirada	404	3,251	574	4,246
Dodge 600 FWD	2,321	16,449		
Total	26,807	181,024	19,633	143,201
TOTAL CHRYSLER CORP.	70,469	486,276	54,905	381,875
Ford Escort FWD	22,113	151,954	24,896	150,455
Escort SW FWD	7,396	52,489	7,350	47,905
EXP FWD	2,250	14,569	2,873	24,427
Fairmont	2,045	43,131	9,124	72,469
Fairmont SW			39	1,965
Tempo FWD	12,906	22,426		
Granada			5,766	43,416
Granada SW			3,956	23,125
LTD	9,568	66,664		
LTD SW	4,085	26,920		
LTD '82			4,194	28,213
LTD Crn. Victoria	9,244	60,787	4,100	24,745
LTD Crn. Victoria SW	1,480	13,104	2,084	12,253
Mustang	10,170	68,917	9,415	66,656
Thunderbird	12,499	55,433	3,558	24,812
Total	93,756	576,394	77,355	520,441
Lincoln Town Car	3,989	27,916	2,656	18,657
Mark VI	2,627	16,310	1,891	13,957
Continental	904	8,830	1,087	12,569
Total	7,520	53,056	5,634	45,183
Mercury Lynx FWD	6,197	37,529	6,809	44,340
Lynx SW FWD	1,586	10,857	1,669	12,034
LN7 FWD	451	4,052	842	8,642
Capri	1,896	13,644	2,200	16,821
Zephyr	420	12,621	3,314	23,638
Zephyr SW			12	774
Topaz FWD	4,232	6,820		
Marquis '82			2,861	19,823
Cougar '82			1,503	9,759
Cougar '82 SW	4,337	28,136		
Marquis '83 SW	1,409	9,310		
Marquis '83			782	5,061
Marquis Brougham '82			1,519	10,236
Grand Marquis	6,290	51 328	2,879	18,960
Marquis '82 SW/G Marquis SW	1,077	7 858	856	5,540
XR7	8,028	34 193	1,180	8,971
Total	35,923	216 948	26,426	184,599
Lincoln Mercury Div. Total	43,443	270,004	32,060	229,782
TOTAL FORD MOTOR CO.	137,199	846,398	109,415	750,223
Buick Skylark FWD	10,383	63,103	9,183	87,603
Skyhawk FWD	5,596	37,546	3,550	19,309
Skyhawk SW FWD	905	6,533		
Century FWD	12,464	72,037	6,811	46,201
Regal	17,828	122,977	16,476	119,940
Regal SW	1,403	8,995	1,350	8,526
LeSabre	3,505	22,592	2,581	16,461
LeSabre Limited	8,157	48,575	5,166	33,060
Electra	7,203	42,425	4,359	31,198
Buick SW	1,997	11,265	1,344	8,510
Riviera FWD	3,870	25,840	3,146	24,370
Total	73,311	461,888	53,966	395,178
Cadillac deVille	11,117	75,582	8,936	58,727
Cimarron FWD	1,669	11,704	603	7,247
Fleetwood & Chas.	3,133	24,063	2,332	21,198
Eldorado FWD	5,412	36,202	3,967	30,797
Seville FWD	2,449	16,440	1,083	12,167
Total	23,780	160,991	16,921	130,136
Chevrolet Chevette	14,583	104,346	13,919	131,520
Camaro	16,493	100,258	15,995	99,710
Cavalier FWD	17,491	95,865	4,618	51,024
Cavalier SW FWD	7,550	36,060	1,549	14,777
Citation FWD	7,648	62,909	10,825	114,777
Malibu	4,732	31,115	5,205	42,180
Malibu SW	5,144	31,477	3,911	23,960
Celebrity FWD	14,535	82,304	6,571	45,393
Monte Carlo	8,081	53,960	7,408	57,799
Impala	4,900	27,190	5,388	32,168
Caprice	10,889	69,503	7,836	55,494
Chevrolet SW	5,630	33,052	4,125	25,271
Corvette	2,451	13,858	1,768	13,077
Total	120,127	741,897	89,118	707,150
Oldsmobile Omega FWD	5,395	33,089	4,361	43,421
Firenza FWD	3,019	19,128	1,826	11,898
Firenza SW FWD	1,431	7,663		
Cutlass Ciera FWD	16,187	91,140	7,074	54,332
Cutlass Sup/Calais	25,450	168,317	20,818	152,209
Cutlass SW	2,079	13,202	1,760	12,475
Delta 88	773	5,290	700	5,508
Delta Royale	16,940	111,377	13,381	81,966
98	9,309	61,469	5,716	46,173
Oldsmobile SW	2,306	15,106	1,716	11,530
Toronado FWD	3,057	20,568	2,294	18,402
Total	85,946	546,349	59,646	437,914
Pontiac 1000	2,812	20,033	2,515	29,224
Firebird	7,748	52,222	8,586	55,486
2000 FWD	7,279	43,237	2,851	25,816
2000 SW FWD	1,202	6,939	504	4,334
Phoenix FWD	2,097	16,818	2,660	30,219
Bonneville	5,907	35,884	4,993	34,695
Bonneville SW	1,587	8,713	1,289	8,584
6000 FWD	7,760	44,533	3,427	23,391
Grand Prix	7,998	48,892	6,531	49,940
Catalina			9	427
Bonneville '81	736	1,205	33	1,606
Bonneville Brougham '81	1,371	3,814	43	1,372
Pontiac SW	776	1,555	7	447
Total	47,273	283,845	33,448	265,541
TOTAL GM CORP.	350,437	2,194,970	253,099	1,935,919
(Checker)	6	239	158	1,410
Miscellaneous Domestic	50	443	202	1,607
Domestic Station Wagon Total	57,870	372,723	43,947	296,387
Domestic Grand Total	561,481	3,562,127	423,319	3,121,398
Import Total	227,535	1,485,746	203,002	1,283,032
Grand Total All Registrations	789,016	5,047,873	626,321	4,404,430

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.